

## CHAPTER IV

### OVERCOMING THE PROBLEMS OF COMMUNICATION

Having assessed the evidence the Committee received outside of the public departmental representatives, it was overwhelmingly apparent that the Division has a problem of communication. The main reason for this was the way in which the proposed items of the Division's activities came through time and time again during the meetings. The Minister acknowledged this during his final meeting with the Committee.

## PART VI

### CONCLUSION

The Committee agreed with the Minister that the whole story of the recent changes in organization of personnel has not yet penetrated. The communication problem exists on different levels in the Division's relations with both the country-wide community it seeks to reach, and within the network of its own offices. Not enough employers have been a Canada Manpower Centre operative. Too many of them use it as a source of unskilled labour only. Not enough workers know about all the services offered to help them find employment.

The Division has failed to get across to job-seekers and even worse to employers that its main function is to find work for those who are seeking them, especially the unemployed. As a result there exists an unfortunate public image of the service likely to be given to both employers and job-seekers in Canada Manpower Centres. An extreme example is the quotation from a pamphlet now available in Canadian bookstores entitled, *A Canadian Guide to Successful Job Hunting*.

#### CANADA MANPOWER

The federal government's manpower agency is the largest and most inefficient public service in the country. Because it is government controlled and operated it can never hope to be as efficient as private agencies and so such is often returned by employers. However, for first timers and those who are workers it can be useful.

This kind of image is if nothing else due to the message attached to government employment agencies by words. The reason for this public